

2023 SOCIAL IMPACT OUTLOOK



SIX SOCIAL IMPACT
CHALLENGES TO MAKE
2023 COUNT

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Introduction: What is a Social Impact Outlook?

Impact Outlook is a concept developed by Impact House and as such the first of its kind in the world. Even though we are familiar with various forecasts and outlooks for our economic or ecological activity, a document focusing on impact, to the best of our knowledge, has not been developed yet.

The main goal of our work in general, as well as specifically in creating this document, is contributing to the professionalization of impact management and thus increased social responsibility and impactful positive social change generated by all stakeholders. After over twenty years of working in this field, with stakeholders from all sectors, we decided to create a document that serves as an incentive and possible guidelines in defining social responsibility and impact management in 2023. The professionalization of impact management must, in our opinion, focus on three pillars:

1. **Analyze** - understand the role and size of impact each stakeholder or group of stakeholders has, and define social responsibility, legislation, and resources accordingly
2. **Measure** - apply quantitative and qualitative research methodology (such as SROI¹) and sociological analysis to planned and measured impact management
3. **Design & Define** - go beyond trends and challenging ourselves to tackle impactful yet neglected areas as well as focusing on fields in which we create impact in our core business²

In this document, we have purposely moved away from the most common impact topics of 2022 even though we recognize that, for example, climate change is the core existential issue of the decade; we recognize atrocities of the migration and conflict as a humanitarian crisis, as well as related energy safety and pricing concerns. Keeping in mind that most of the existing outlooks and forecasts are dealing with such issues, we decided to inspire and challenge the impact community to consider additional important social challenges. We have, thus, focused on six impact challenges in this document, in the areas of:

- **Responsibility** (Impact Outlook 1 - A (I)responsible World)
- **Communication** (Impact Outlook 2 - (Dis)connected Communication)
- **New Industries** (Impact Outlook 3 - A Brave New Industry)
- **Policy & Politics** (Impact Outlook 4 - Let's Get Political)
- **Workplace** (Impact Outlook 5 - A Space Just For Us)
- **Mental Health** (Impact Outlook 6 - Mental Health For All)

Keeping in mind that outlooks and forecasts use existing data to calculate the developments in the future, we are aware that such data for general, sectoral or even national social impact does not yet exist. We can imagine and are working towards having such data, on social return on investment as mandatory for corporations, on the social impact of each product or taxation proportional to social impact that would allow us for a more quantified analysis. Defining common methodologies, indicators, and data collection and legislating their application will prove vital not only for impact management but for impact investment as well.

¹ Social Return on Investment is a framework for measuring and accounting for this much broader concept of value; it seeks to reduce inequality and environmental degradation and improve well-being by incorporating social, environmental and economic costs and benefits (The SROI Network Accounting for Value, 2012: 8).

² When working with our clients we use our 5P methodology to analyze and manage the impact in the core business. In analysis and designing Impact strategy we focus on the impact we generate when involving: our (business) Process, People (including supply chains), Product, Profit, and PR. As positive and negative impact is already generated through those fields of activities it requires analysis and management before considering investing in other areas.

In the meantime, we, as sociologists, in this document analyze social trends and discuss possible impact challenges we can set for ourselves in 2023.

The 2023 General Impact Outlook

1. The Age of Postmodernity

The West and its global side-kick - the Internet - have been deeply submerged in postmodernity with all the advantages and disadvantages that it brings with it. This will continue and deepen in 2023. From multiple spaces or “bubbles” we live to an era of challenging truth and objectivity. We must understand postmodernity in order to navigate through it. A fantastic school of philosophical criticism that deconstructs what we have known and accepted as our social reality, it is both welcomed and feared. While deconstructing our notion of social justice and providing a multitude of spaces for millions of groups, communities, and individuals, at the same time, postmodern reality deconstructs truth, facts, science, and authority. The age of one overarching social circle where we all watch the same evening news and base our lives around one core consensus on social reality is in our past and the age of relativism, deterioration of systems, and multiple contents we create and follow is upon us. While providing more freedom, understanding, and safe space for various minorities, it at the same time provides space and visibility for anti-establishment, extreme and even dangerous trends and groups. Living in the age of postmodernity requires changing our strategies, tools, and skills of living as well as impacting communities and societies.

2. κρίσις (eng. Crisis)

One of the words you probably heard most often over the last few years will follow us into 2023. Do not forget that *crisis* in ancient Greek meant “a turning point” or a “time to decide”, used in medicine to mark the turning point that will lead to either death or recovery. We need to use that as a reminder that it is time and opportunity to decide what we want to change in our societies. At the same time, like we published a year ago, adaptability will remain the most important professional and personal skill in 2023. Keeping in mind that when the Matrix (social construction of reality) falls and what we have considered “(the old) normal” is threatened or even ceases to exist, anxiety and fear are natural responses. Therefore, we must change how we define and understand our responsibility for acting and communicating. When individuals and communities face fear, they will find solace depending on their values - in conservatism - family, tradition, religion, or liberalism - innovation, technology education³. While our worldviews (that are opposing) make us feel safe(r), the divide between us becomes deeper and sharper. Thus the conversations, debates, and even conflicts we have will have that much more invested in them and will become more extreme, passionate, and even violent. It is up to us to understand that not just in an intellectual way but in a sensitive, emotional way and provide support (community), direction (policy), and resources (corporate) in times of crisis.

3. The Step Up Revolution is Here

In 2018 Forbes released the Impact Revolution [video](#) explaining how not only governments invest in social change but are beginning to measure it, how a new generation as customers and buyers but also as (impact) investors are factoring in social impact when they make financial decisions. Often considered a shift in values, it is more a shift in the perception of responsibility and impact we have by participating in our societies as consumers, as those with social, cultural, or financial capital, or as those who make political decisions. We have a changing perception of what we can demand and what we are responsible for. At the same

³ One of the reasons why we at the moment see such excitement and investment in innovation, social innovation, and STEM as well as conservative and religious actions.

time, with information flowing faster than ever and transparency push overtaking communications, companies, investors, and governments have been under pressure to show how they impact society, from supply chains of our products to UX designs of policy. Chasing possibly the most obscure of all social resources in this age of crisis - that of trust, all social actors have been trying to show they are socially responsible. Unfortunately, a lot of those efforts have remained superficial or even counterproductive due to the lack of professionalism in the field of social impact as a newly developed profession, as well as the lack of oversight. Philanthropy and measuring CO2 instead of well-analyzed and well-rounded impact strategies, impact washing, and larger-than-life PR and Marketing budgets focusing on “campaigns” have all been a part of the revolution as well. At a point in time when “sex sells” has been somewhat substituted by “impact/values sell”, we too often see hashtags instead of solutions and actions. Thus, it is of the highest importance to embrace and acknowledge but also proactively interfere as social science professionals and social impact specialists in the impact revolution.

In one of such efforts, it is therefore our pleasure to share this, first-of-its-kind, Social Impact Outlook 2023.

Impact Outlook 1 - An (I)responsible World

THE CONTEXT: With the redefining of the Matrix comes, of course, redefining our role and responsibility in the world we are living, co-creating, and changing. The last few years have been years of great shifts and upheaval in social justice and, thus, reexamination of our own privilege and responsibility. In losing the well-defined border between private and professional, the definition of personal, professional, and social responsibility has been lost. The shift from systematic or corporate responsibility to individuals is not always spontaneous⁴. From zero-waste living to images of women with unshaved legs braving Instagram, shifts in values, frustration with capitalism and patriarchy as well as the feeling of being a hopeless individual is apparent whereas calls for systematic change are not as clear.

THE CHALLENGE: The problem of social inequality, climate change, human rights and justice, living standard, and redistribution of wealth and mental health are issues that, given social and natural trends, will be the burning issues of 2023 as well. There are two most important tasks in defining resources and programs for impact in those areas. First of all, we must challenge ourselves to define and know who is creating the largest negative impact on a given issue, and secondly, we must do much better in teaching, monitoring, and sanctioning personal⁵, professional⁶, and social⁷ responsibility. Individual hero journeys, as inspiring and important as they are, must not deter us from demanding systematic change. Impact and responsibility must be tied to the impact not just by its quality but also by its quantity. Systematic change, new legislation, political action, a new and fair taxation system, and buyer responsibility is the key challenge to increasing our impact in 2023!

IMPACT HOUSE ANALYSIS: The spaces of social responsibility have yet to be unified. There are severe differences in the approach to social responsibility depending on societies and sectors. Therefore, in our blog, we analyzed the challenges with defining elements of social responsibility faced by:

- those with vast experience in impact management ([Ben and Jerry's Distribution Justice](#))
- the societies, businesses, and individuals that are in the process or have not yet understood and adopted the concept of social responsibilities and are thus struggling with social impact ([Djokovic the Philanthropist](#))
- tech fields, with the development of AI with integrating social responsibility into their coding and not just business practices ([Google is Making me into a Man](#))

⁴ For example, the famous sleight of hand where the burden of calculating CO2 emissions is deposited on individuals rather than corporations or governments

⁵ a person takes full accountability for their own actions, decisions, and thoughts

⁶ a person's obligation to their profession's standards, rules, and norms

⁷ a person's obligation toward society and the environment

Impact Outlook 2 - (Dis)connected Communication

THE CONTEXT: Whole fields of study have been dedicated to the way our communication is changing and impacting us. Since we have innovated an entire world that revolves solely around communication and information (the Internet) with no physical aspect, we have stepped into a new era whose impact we are starting to feel as a new generation is born and raised into this new connected world. Eco-chambers, ghosting, trolling, and other different social phenomena have become our daily experiences and we are starting to realize that the impact online communication has on us requires a serious reaction in return. As the online space has been flooded with information, we are witnessing the inflation of information where what is information “worth” has been reduced to almost nothing. At the same time, our roles have been completely changed. Whereas most of us have been consumers of information, now, with social media, we all have the opportunity to be editors and authors and to generate content that, in return, floods us with disturbing news, unsolicited advice, and fake truths.

THE CHALLENGE: Our smartphones have severely impacted our lives, making things easier and more accessible than ever. Just like how we felt about plastic at the time, it seems like a great solution. But is it? We are discovering how being overloaded with information and stimuli affects our brains⁸, and thus the big impact challenge of 2023 must be - reinventing the logic of the smartphone and communication tools/apps. The importance of doing nothing, staring into the distance, waiting in line, or riding on a bus, was not just the importance of leisure, but the importance of time and space for our brain not to have any stimulation and to be able to process, absorb and deal with the information we have received. We need that back and it cannot be achieved just through practicing mindfulness and digital diets but through the structural change of the digital tools we use. Before the smartphone we had various channels for communication and different groups of people and spheres of our lives had to undergo different protocols, hurdles and rules to reach us. Once we streamlined everything into our phone that distinction was lost. We need to think about who can wake us up in the middle of the night, who can “call us on our landline and sometimes get the answering machine”, and who can write us a letter or talk to us during office hours. Then we need to translate those options into a digital world not just by translating the functionality of all of that into a smartphone but by translating our space, and our personal boundaries and mental health needs into our online presence, for it was lost in the transition. In other words, we need to challenge ourselves to take back our space and diversify access for various groups (for example 1 - immediate family and emergency, 2 - family and friends, 3 - work, 4 - the general public) and be able to adjust our phone to when and who can access us.

IMPACT HOUSE RECOMMENDATIONS: What to keep in mind when redefining how visible we want to or have to be and how to engage (our audiences) responsibly while getting the message across is summarized in our [Thoughts on being \(in\)visible](#).

⁸ Heim S. and Keil A. 2017. *Too Much Information, Too Little Time: How the Brain Separates Important from Unimportant Things in Our Fast-Paced Media World*. “Front. Young Minds”. 5:23. URL: 10.3389/frym.2017.00023.

Impact Outlook 3 - A Brave New Industry

THE CONTEXT: The new innovation-driven digital economy and our fast, communicative, mobile, and migratory stimulation societies generated fast-growing occupations and professions that lack structure, protocol, and ethical and impact considerations. At the same time, the whole approach to work and profession has changed. Passion and emotion seem to be winning over productivity and the industry of existential needs is gone. In spite of clear burn-out concerns, there is still a strong trend of glorifying being busy, and the related follow-your-passion model of success that seems to be the career buzz phrase of the 21st century. This trend of productivity, creating a career as one's passion, is not just trending but is shaping the way young generations perceive, choose and value their work.

THE CHALLENGE: The list of challenges in how we define work is endless and requires our immediate attention in 2023. Serious impact and social responsibility consideration must be given to the way we define success. If we define it as us generating income while pursuing our passion, we have to consider that: (1) Some jobs have to be done and are very likely nobody's "passion" (2) many individuals and communities cannot afford to experiment, fail forward and follow their passion, and (3) it is often the choice of the privileged. Finally, defining, following, and generating a livelihood from one's "passion" is a lot of pressure and personal investment, especially for those entering the labor market. At the same time, according to authors Andrew Stewart and Jim Stanford (2017)⁹, there is a must to enforcement of existing laws; clarify or expand definitions of "employment" and "occupation"; create a new category of "independent worker"; create rights for "workers", not employees; and reconsider the concept of an "employer". While regulators and policymakers should consider how to strengthen and expand the regulatory framework governing "new industries"¹⁰. New occupations associated with the digital revolution and businesses embody features that complicate the application of traditional labor regulations and employment standards. There is considerable uncertainty regarding the scope of traditional regulations, minimum standards, and remedies in the realm of irregular digitally mediated work.

IMPACT HOUSE HACK: In 2021 stand-up comedian and influencer Marina Orsag and Impact House, choosing one of the new industries to impact hack, launched an experiment called "The Good Influence Movement" which aims to professionalize influencing and thus make it more responsible and (positively) impactful. Impact House created the world's first Influencer Ethical Code, Curriculum for Responsibility and Influencing as well as the GIM badge and introduced the idea of development of the Influencer Chamber of Commerce. Read more about the Good Influence Experiment [here](#).

⁹ Stewart, Andrew and Stanford, Jim. 2017. *Regulating work in the gig economy: What are the options?*. "The Economic and Labour Relations Review". Volume 28, Issue 3, pp. 420 - 437. URL: <https://doi.org/10.1177/1035304617722461>.

¹⁰ A Croatian Gaming Company Gamechuck in the gaming industry recently launched a new collective contract for its employees, read more about it [here](#).

Impact Outlook 4 - Let's Get Political

THE CONTEXT: Politics and policy somehow managed to have the leading and the completely neglected role among social issues of the day. At the same time, we are witnessing disillusionment with engaging in politics as the public discourse switched from the “West Wing” to the “House of Cards”. “I don’t follow/care about politics” statement being proudly carried around and proclaimed as a badge of honor has become a daily occurrence¹¹. Simultaneously, as was elaborated in the Introduction, the age of identity has created major conflicts and divides in values and thus necessarily in politics, with new types of leaders, populism, and extremism emerging, perceived as major threats in our own, rather than foreign societies. This has left behind the traditional two-dimensional separation into left and right-wing policy, adding a third dimension to the establishment and anti-establishment divide. While in the offline world, we are disillusioned by the system discarding it, in the online world we are, at the same time, becoming aware that a certain social contract and a system of checks and balances is crucial for survival. The big, somewhat scary thought is that the less we care about politics does not mean that politics, in return, will care less about us; it just means that the political processes will be less monitored and less inclusive, which is by no means a future we want.

THE CHALLENGE: The big challenge of 2023 will be the return to politics and understanding the impact political framing has on our lives. More specifically, to understand how to make policy and politics relevant and how no amount of entrepreneurship or community work can make up for political decisions and policies, that ultimately regulates both. Therefore, the most significant impact we can have and the closest we can get to systematic change is through the political system. There are numerous texts and studies about how new anti-establishment approaches such as crowdfunding, while important, are not a shining new solution and are not as democratic as we might think. In Europe, the greatest challenge, if not for politics, for the policy will be the hopefully soon-to-be post-conflict strategy in Ukraine. If we consider the true impact of policy, we must turn our attention from hashtags and campaigns to building transparent and measured impactful ways to regulate and define policies, from providing funds that do reach the ground and do not get lost in international administration fees, to adoption in Ukraine opening up, to demining, and to ensuring democratic elections and succession. Finding new ways to focus on such policies, making policy and politics relevant, and focusing on VX¹² design is a crucial impact 2023 challenge.

IMPACT HOUSE LEAD BY EXAMPLE: From 2018 to 2022, Impact House has been reinventing policymaking by introducing social innovation and social impact into policymaking. Starting with a collaboration with the Policy Lab UK, Impact House has been working towards leading the way in creating socially responsible, inclusive, and impactful policy processes. Read more about our [Climate Youth Policy Lab social impact measurement](#) and the [Resilience Policy Lab](#) report (available only in Croatian).

¹¹ Adsett, M. 2003. *Change in political era and demographic weight as explanations of youth 'disenfranchisement' in federal elections in Canada, 1965–2000*. “J. Youth Stud”. 6, 247–264. URL: 10.1080/1367626032000138246. Amnå, E., and Ekman, J. 2014. *Standby citizens: diverse faces of political passivity*. “Eur. Polit. Sci. Review”. 6, 261–281. DOI: 10.1017/S175577391300009X.

¹² Voter Experience (VX) design is a concept created and tested by Impact House. The concept takes notes from the UX (user experience) design concept used in creating web pages and online services and applies it to designing policy and politics (political campaigns) researching voter journey experience and needs as the key input for policy design.

Impact Outlook 5 - A Space Just For Us

THE CONTEXT: We have been living through the greatest workplace disruption in generations. From drones to home offices, we need to rethink our space and environment in 2023. The need for seclusion, nature and return to sustainable self-sufficient communities will have to be paired up with fast connections - be it through online work or through environmentally sound transport. The rapid change in the way we work during the pandemic has impacted the already outdated discourse of space and functionality. New communications technologies and expanding access to the Internet enable us to work outside the workplace; increasing competition from around the world has led to increasing pressure for cost efficiencies as well as rethinking local production and the negative impact and uncertainty of long-distance transport. The scope and pace of change can, however, together with a work environment that does not take into account people's mental health, negatively impact our feeling of security, safety and well-being. The impact of our changing spaces is still unknown, although obviously unevenly (unfairly) impacting those with children and those without, those with higher income and those without as well as correlating with the existing digital divide.

THE CHALLENGE: Working from home has become, in various forms, the new normal. With children and pets photobombing online meetings, most of the office working world has experienced severe *zoomache* during the last few years, desperately putting up signs "I am having an out-of-the-office experience right now" during some part of the pandemic. New trends in the workplace indicate that wellness will become the latest metric companies use to understand and motivate their employees and an important impact challenge in 2023! The office will be changed forever in order to reflect the need for more personal, quiet, and secluded space (as opposed to the trend of large coworking open spaces) various spaces with functionality based on the nature of communication (quiet workspace, online meetings space, cooperation space) in order to reflect a need to ensure mental health standards, growing issues of anxiety, overload with information and digital work communication. While ensuring an impact on individuals' mental health through designing workspace and work protocol, we must keep in mind the social needs of employees as well as the fact that whereas home offices can substitute offices for both online meetings and quiet time work, they cannot provide collaborative spaces. It is crucial to keep in mind that collaboration cannot and should not be (just) scheduled and that working side by side or in the same space provides, and must provide, an opportunity for spontaneous innovation, cooperation, support, and transfer of information, skills, and knowledge that online space or home office cannot. The challenge of building new spaces does not include just the wireframe of it all but must include the new organization and structure of work.

IMPACT HOUSE HACK: In 2020 Impact House started testing new ways of organizing work with the goal of creating a supportive and positive impact business culture. Since the experience of working with organizations and corporations showed that one of the most neglected aspects in organizations working for social good is planning and managing the internal impact on their employees, a special focus was put on rethinking workspace and work organization. Read more about how we changed our Impact Business Culture and innovated burnout prevention mechanism [here](#)

Impact Outlook 6 - Mental Health For All

THE CONTEXT: It seems that all the issues discussed and all the new developments and crises the world has been going through, have been piling up anxiety and resulting in burnout around the globe. The data is just coming out and it is shocking, especially for children and youth with suicide and self-harming rates skyrocketing by 58 percent¹³. The COVID-19 pandemic is highlighting the need to urgently increase investment in services for mental health or risk a massive increase in mental health conditions in the coming months, according to a policy brief on COVID-19 and mental health issued by the United Nations and World Health Organization¹⁴. Knowledge among mental health professionals, overburdened and at serious risk of burnout themselves, that a mental health pandemic will follow six months to a year after the COVID-19 pandemic hits did not, unfortunately, generate enough impact to create significant resources, education, or even for mental health to make it into important policy documents such as the new EU resilience strategy. Instead, the uncertainty of the times we live in, matched with toxic positivity and other modern-day mental health challenges, has resulted in people doing their best to deal with their pressing need for peace and mental health without professional or systematic support.

THE CHALLENGE: In 2023 we must step up to one of the most severe challenges of our time, that of protecting and restoring our mental health. We must find new ways to create impactful social change in the way we approach mental health and provide support and treatment. Leaving people off to fend for themselves has resulted in quick fixes such as toxic positivity, the *Soma* pill of our age. Employers, organizations, and communities have been focusing on attempts to eliminate stress, to remove themselves from stressful situations, rather than to build up resilience and mental health to deal with them. Avoiding stressful situations or trying to reduce them in work and personal life can only go so far as stress is an integral part of our lives. Thus the impact challenge for 2023 must be on one hand finding ways to educate, support and provide resources for preventing mental health issues and treating them, as well as, on the other, re-examining the role we play personally and professionally in increasing anxiety and stress among others.

IMPACT HOUSE RECOMMENDATIONS: Whether crises seem to pile up one after the other or due to the clickability (and thus profit in attention or capital) of shocking news and prognosis, or because we tend to report them as such remains to be seen. What we witness again and again, is that proclamations of new nuclear or world war, or lack of heating feed off of individuals' anxiety and when (luckily) not coming to fruition create no repercussions for those proclaiming it. Keeping in mind the general increase in mental health issues among the general population and especially vulnerable groups (such as youth), Impact House created sample [guidelines](#) of how to responsibly communicate about a crisis scenario (focusing specifically on the energy issue).

¹³ According to the HealthITAnalytics (2022), URL: [New Data Reveals Massive Spike in Self-Harm, Suicide Calls Among Adolescents \(healthitanalytics.com\)](#).

¹⁴ World Health Organization. 14 May 2020. "Substantial investment needed to avert mental health crisis".

Collaborations and Conclusions

COLLABORATE. Now that you have reached the end of our Social Impact Outlook, we thank you for taking the time to read it and hope you use it, elaborate on it, critique it, and build on it as a living document that follows current social changes and changes in the labor market. Your suggestions and expert opinions are crucial for the process of professionalizing the field of social impact.

IDEAS ARE CAPITAL. As experts in the field of social sciences, we insist on valuing ideas as capital, and social innovation as any other innovation, which is why we see this outlook as Impact House intellectual property. Therefore, feel free to share scenarios, observations, and analysis from this text, add to it and criticize it, while making sure you tag us or refer to us as the authors. Please refer to the Colophon at the end of the text for specifics.

TRANSGENERATIONAL EFFORT. We are aware that experts and innovators in the field of social impact often do not feel that they have achieved what they strive for, precisely because social impact means picking hard and complex issues to resolve and striving for structural changes - changes at the macro level. Structural change is the most difficult to achieve and takes decades to materialize. The path to such change is never linear. Our professional lives are, in many cases, too short to experience and generate structural change - thus, it is necessary to encourage transgenerational cooperation. Cooperation and exchange of knowledge and experience needs to go beyond the interdisciplinary and intersectoral collaboration, and involve all generations. It is thus necessary to identify the needs of new generations as well as space, funds, and support for their inclusion at the framing and decision-making level, thereby establishing transgenerational interaction.

TAKING CARE OF THOSE TAKING CARE OF OTHERS. Last but not least, taking care of the world or the community carries a larger risk of burnout and impaired mental health as well as exposes individuals to tragedies and trauma. Such occurrences are, of course, the highest for first responders but are also high among impact experts and those striving to generate social change. Thus, it is extremely important to provide support, protocol, and resources for the physical and mental health of those involved in changing our realities for the better, as well as define the positions and job descriptions dedicated to impact. While working with activists, we ensure that special time is dedicated to engaging a mental health professional to analyze, support, and teach mechanisms for dealing with the stress generated by this type of endeavor.



ABOUT IMPACT HOUSE

Impact House is a social enterprise, a think-tank, and a consultancy in the field of social impact. We analyze global social trends and developments in order to design and measure social impact policies, strategies, and actions in the increasingly dynamic and complex online and offline social reality.

With experience in private, public, and non for profit sectors, Impact House analysts come from social science and business backgrounds with numerous awards for social innovation and academic achievements, providing you with everything you need to make your impact count.

Impact House offers services such as social impact hacking and social innovation, social analysis, planning and strategies, measuring social return on investment and designing feedback loops for social impact strategies and action plans, social impact management, social entrepreneurship development, academic research, user research and speaking engagements.

With a firm basis in social science, we are at the forefront of professionalizing social impact management and measurement. As active social scientists, we can understand, analyze and engage in addressing the problems of business development, business culture and new industries according to rapid technological development, globalization, and natural and societal change. We consciously analyze and proclaim our own values as well as engage in applied sociology.

We hope you will join us as partners and clients in understanding our world better and ensuring responsibility in:

1. Corporate spaces - where we use social impact mapping and analysis across corporate processes, in search of the most efficient ways to create social impact through a user based targeted Corporate Social Responsibility strategies, actions plans, activities, support, impact management, impact measuring and visibility.
2. Policy - We often forget that policy has the biggest social impact on our societies. Structural change is the most difficult to achieve, but the policy level is an indispensable part of social change. As experts in open government, designing policy labs and a holistic approach to making policy impactful, we make sure that policies are reexamined from a user-centric position while having a full understanding of the political, policy, and budgetary framework of policy-making and quantifying the social impact policies generate.
3. Community - Work in the community is important for responding to social needs, and this is most often done by non-governmental organizations. Non-for-profit organizations are often at the frontier of making positive change and social innovation and are tasked with the difficult challenges of providing what the rest of society has not been able to provide on the ground. We offer support and pro bono interventions for community workers.

Based on a detailed Social Return on Investment (SROI) calculation, we generate a 3.73 EUR social return on investment for every 1 EUR invested in Impact House.

COLOPHON

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